

CONTRACT



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

And:

Waterfront Strategies
1010 Wisconsin Ave, NW
#800
Washington, DC 20007

<u>Contract / Revision</u> 486299 /		<u>Alt Order #</u> 06245746
<u>Product</u> HOUSE MAJORITY PAC		
<u>Contract Dates</u> 09/21/12 - 10/01/12		<u>Estimate #</u> 1428
<u>Advertiser</u> House Majority PAC		<u>Original Date / Revision</u> 09/25/12 / 09/25/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 79	<u>Product Code</u> 86
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 29	KVVU	09/21/12	09/21/12	Katie Couric	2-3p		:30			NM	2	\$370.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/12	09/24/12	----F--				2	\$185.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	09/18/12-09/24/12	Katie Couric	2-3p	-----F----	:30		\$185.00	NM		
		See MG 29.3										
	3	KVVU	09/26/12-09/28/12	Katie Couric	2-3p	---WThF----	:30		\$185.00	NM		
	Ⓜ MG for 29.1 09/21											
Totals											83	\$41,730.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/30/12	77	\$40,395.00	\$34,335.75
10/01/12 - 10/01/12	6	\$1,335.00	\$1,134.75
Totals	83	\$41,730.00	\$35,470.50

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

REP HEADLINE# 6245746 TRF# 486299
\$\$\$ MOD# 3: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP SEP25/12 13.03
CHANGES ** KVVU-TV ***

ADV # ADV. NAME ISS/HOUSE MAJORITY PAC REP. # OFF. # 762 SALESMAN #
AGY # AGY. NAME WATERFRONT STRATEGIES BUYER NAME SHIRA LEVY

3050 K ST NW,
WASHINGTON, DC 20007
SALES PRSN PH- TERESA DIFURIA

ORDER # CONTRACT # 6245746 CLASS: NATL. LOCAL REGIONAL

PRDCT HOUSE MAJORITY PAC EST#1428 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP18/12 OCT1/12 WK-2

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE SEP25/12 13.03

REP: TO ROSE
FR NIKKI
OKD M5 SEE LINE 40
TOTAL SAME
PLS CNF THANKS

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 79
AGENCY PRODUCT CODE = 86
AGENCY EST# = 1428

33	S		200P-300P	30		\$185.00	9/21	9/21	1		FRI	1
PROGRAM : KATIE												

40	A		200P-300P	30		\$185.00	9/26	9/28	1		W-F	1
PROGRAM : KATIE												

ORD COM1: SPOT N/A DUE TO CUT-IN OF ROMNEY RALLY. MG IN STP. PRE-BOOKED PLS
ORD COM2: APPROVE.
THIS IS A MAKE-GOOD FOR SEP21 ON LINE-33 FOR 1 SPOT/WK

REP: TEL# 610-293-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP SEP25/12 13.03
 *** KVVU-TV ***
 REP HEADLINE# 6245746 TRF# 486299
 \$\$\$ MOD# 3: UNAPPROVED REV #1 \$\$\$
 CHANGES

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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STATION MAKEGOOD OFFERS:
 M5 OK'D BUY#33 MISSED: FRI/200P-300P SEP21 30S \$185.00 (SEP25/12)
 OFFER: W-F/200P-300P SEP26 30S \$185.00 PLS ADVISE.
 CMT: SPOT N/A DUE TO CUT-IN OF ROMNEY RALLY. MG IN STP. PRE-BOOKED PLS
 CMT: APPROVE.

SEP/12	41730.00	OCT/12	\$.00									
CONTRACT TOTAL												41730.00
TOTAL SPOTS												83

MARKET TOTALS \$255,333 KVVU 18% KSNV 30% KLAS 27% KTNV 16% KVMY 4% KVCW 4% CABL 0%
 KTUD 1%

SVC- NSI
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE